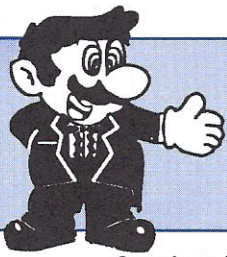


Servicer Excellence Awards Program

A.V. Electronics

	<u>1st Qtr</u>	<u>2nd Qtr</u>	<u>3rd Qtr</u>	<u>4th Qtr</u>
Quality of Service	3.88	3.86	3.71	
Complaint %	4	4	3	
Turnaround Time	4	4	4	
Marketing Effort	2	1	4	
Quarter Averages	3.47	3.22	3.68	
Field Service Engineer Performance Profile Rating	3.64	3.82	3.70	

Your Overall Rating is : 3.46
Your Regional Ranking is : 2



Service Excellence Awards Program

October 22, 1992

Dear Authorized Servicer:

The third quarter Service Excellence Awards Program results are in! Enclosed are the following materials for your review:

- * Your company's individual statistics, overall rating and ranking for the third quarter, 1992.
- * Service Excellence Awards outline

To qualify for this program, an average minimum score of 3.4 is required on the Field Service Engineer Performance Profiles. After qualification, your company is evaluated on a scale of 0-4 in the following areas of performance:

- * Quality of Service
- * Consumer Complaints
- * Turn-around Time
- * Extraordinary Marketing Efforts

The overall rating is an average of the total points received in each of the four performance areas and determines how you placed within the region. The total number of participants in your region is shown at the bottom.

The key to Nintendo's Service Excellence Awards Program is providing superior support to Nintendo consumers and to the Nintendo World Class Service® program. If you have questions regarding your ranking, refer to the attached outline or contact your Field Service Administrator at 1-800-447-8373.

Turn Up The Service Power!!!

Sincerely,

NINTENDO OF AMERICA INC.

Jennifer Pruner
Field Service Supervisor

P.S. All promotional materials for the Extraordinary Marketing Effort category must be submitted to your Field Service Administrator or Janet McNaughton no later than December 15, 1992 to be considered for the fourth quarter ratings.

Enclosures

Nintendo is pleased to announce the introduction of the 1992 Servicer Excellence Awards Program. This awards program was created to recognize those Authorized Servicers who provide superior support for Nintendo Consumers and to the Nintendo World Class Service® program.

How
It
Works

Beginning January 1, 1992 and running through December 31, 1992 every Authorized Servicer is automatically eligible to participate and will be evaluated on a quarterly basis in the following areas: Performance Profiles, Quality of Service, Customer Complaints, Speed of Service, and Extraordinary Marketing Efforts. A statement will be mailed to each Authorized Servicer quarterly, detailing both their current status and ranking within their assigned region.

The Authorized Servicer with the highest average of four (4) quarterly scores will be awarded the Grand Prize. In addition, the Authorized Servicer with the highest average from each region will become one of the four (4) Regional Winners. Winners will be announced in January 1993 and invited to a special awards ceremony in Seattle, WA.

To qualify for consideration, a servicer must have a final average of four quarterly scores of 3.4 or higher on the Performance Profiles completed by the Field Service Engineers during their routine visits to service locations.

The following areas of performance will be monitored, measured and averaged on a scale of 0-4 by the Field Service Department:

1. Quality of Service

Information for this category is obtained from Nintendo Consumer Surveys. Surveys are automatically sent to consumers who then rate the servicer on a scale of 1 to 4 for quality of service. The Quality of Service rating is an average based on these responses.

Areas of
Performance

2. Complaint Percentage

Action Request Forms (ARFs) received by Nintendo on the Toll Free Consumer Assistance Hotline are also considered. The Complaint % is a ratio of Action Request Forms to the number of claims received during the same period by Nintendo.

3. Speed of Service

Turn-around time will be determined from various sources of information received by Nintendo.

4. Extraordinary Marketing Effort

Ratings in this category will be based on the marketing and promotional efforts made by the servicer. This includes television, radio and print advertising, and promotional efforts such as outside signage, brochures, flyers, letterhead, business cards, yellow pages participation, etc. Samples, copies or photographs of all promotional materials must be submitted to the servicer's Field Service Administrator by 3/25, 6/25, 9/25 and 12/15 to be considered for each respective quarter in this category.

Rating	COMPLAINTS Percentage of total reported repairs	SPEED Turn-around time in number of days	EXTRAORDINARY MARKETING EFFORT
4	0% - 0.5%	0 - 2	- All activity for a rating of 3. PLUS: - A unique marketing effort as judged by the Servicer Excellence Awards Committee
3	.51% - 1.0%	3 - 4	- All activity for a rating of 2. PLUS: - Developed custom promotional materials AND implemented a local promotion plan
2	1.1% - 2.0%	5 - 6	- All activity for a rating of 1. PLUS: - Developed custom promotional materials OR implemented a local promotion plan
1	2.1% - 3.0%	7	- Participated in the Yellow Pages Directory Program

GRAND PRIZE

4 round trip airline tickets to any destination in the continental United States PLUS an all expense paid three-day weekend for 2 to the awards presentation in Seattle, WA.

REGIONAL PRIZE

All expense paid three-day weekend for 2 to the awards presentation in Seattle, WA.

In addition to prizes, the first year Grand Prize and Regional Winners will automatically become one-year members of Nintendo's Service Board of Directors. This focus group will have the opportunity to participate in the evolution of Nintendo's World Class Service® program.

Prizes